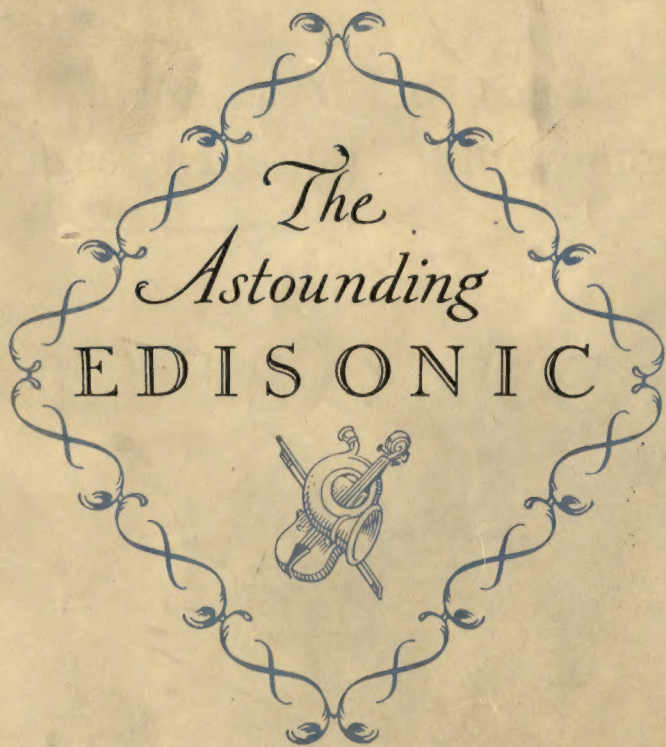
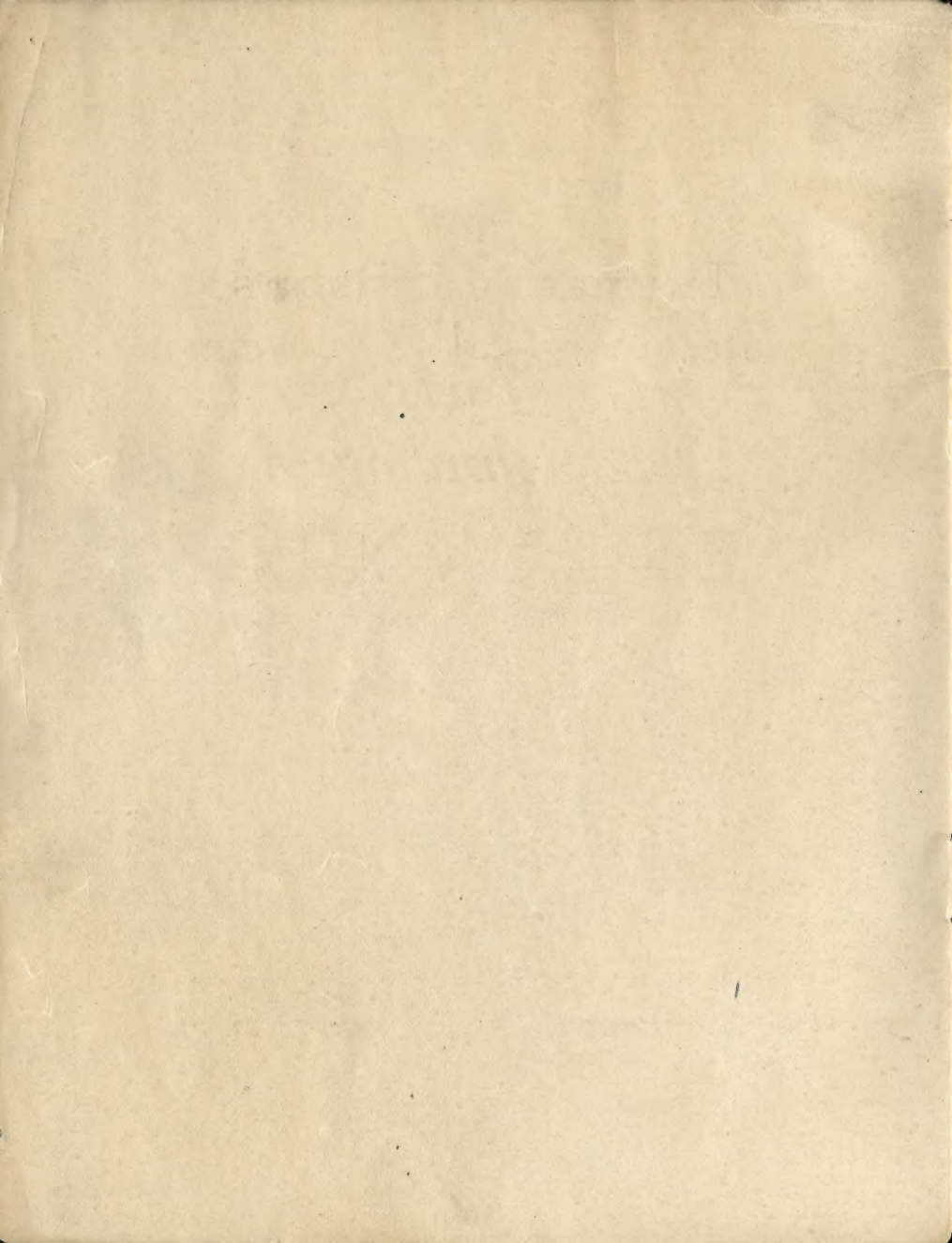








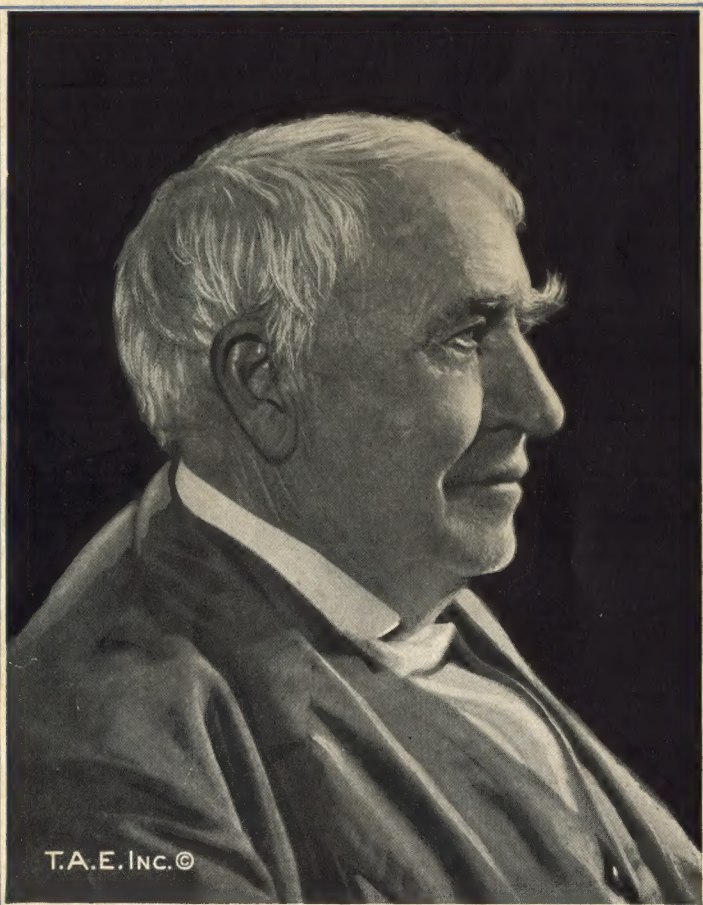
Thomas A. Edison's
Greatest Musical Achievement

The
EDISONIC



Published on the 50th Anniversary of
the Invention of the Phonograph

TRADE MARK
Thomas A. Edison
ORANGE, NEW JERSEY



THOMAS A. EDISON
Inventor of the Phonograph—1877
and of the Edisonic—1927



“CLOSE~UP” Music with a *New* Dimension ‘ ‘ ‘ ‘

AN EPOCH MAKING ADVANCE IN MUSICAL RE-CREATION

50 years ago Thomas A. Edison invented the phonograph. Now—on its Golden Jubilee—the great inventor gives to the world his most astounding musical achievement—“Close-up” music—in the *Edisonic*.

No longer need one be content with ordinary phonograph music that seems far-away. No longer need formless, flat music—music magnified in sound but lacking crisp definition—be the standard for home concerts and dances!

For the *Edisonic* brings you the glorious gift of music with a new dimension—music of mellow beauty, of surging, room-filling volume. Music as glorious as the bursting out of the sun’s rays, with the whole scale—from “the zephyr to the tempest”—translated with precision and power! Music of lightness and swiftness, depths and pathos—with a thousand nuances and shadings . . . music which dispels all consciousness of an instrument, and summons in its stead a sense of the living artist.

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ORDINARY PHONOGRAPH MUSIC

Here is a visualization of music as played by an ordinary phonograph. It is far-away—formless—a mere outline of thin sound—unshaded and incomplete.



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EDISONIC MUSIC

Here is a visualization of the same music as Re-Created by the new *Edisonic*. The music, like this picture, is *close up*, complete. There is full detail—*form*—to every sound. There is depth, perspective, *beauty* . . . the living artist seems present in the room.





What is "CLOSE~UP" Music?

EVERYONE is familiar with the "close-up" of the movies—it fills the entire screen. It has personality, motion. It is life-size—it *lives*. "Close-up" music on the *Edisonic* is like the close-up of the cinema. It is as different from the formless, blurred, *noisy* music of the ordinary phonograph as the movie "close-up" is different from a flat, lifeless snapshot.

If you have ever looked at photographs through a stereoscope, you will recall how they took on a *new dimension*—a convincing *roundness*, depth. These two comparisons are about as near as words can come to describing the amazing *Edisonic*. It gives a new dimension to music—brings it *right up to you!*

Edisonic music is not far-away and artificially magnified . . . it is the *real singer*, the *real instrumentalist*, the *real orchestra*, *right in the room* with you. The notes seem to ripple off the pianist's fingers—that "red hot" sax is at your elbow.

Edisonic music winds itself "through all the subtle labyrinths of the heart" . . . it goes beyond anything you have expected, beyond anything you may have dreamed. It plays

treble notes with the sparkling purity of a mountain stream, bass notes with the vibrant depth and magnificence of distant thunder.

Whether you prefer jazz or the classics—you will be pleasantly astounded. If you want music for dancing, no shuffle of feet can drown out the pulsing, living tones of “close-up” music.

With the *Edisonic*—you can play just the music you like, just when you like, as long as you like—without even the annoyance of changing a needle!

Those who have heard the *Edisonic* say that no other form of Re-Created music will ever wholly satisfy them. It reveals the power, grasp, and insight of Edison’s maturest thought . . . it is the master’s supreme gift to music-lovers.





EDISONIC CABINETS *Are Beautiful Furniture~*

It is a significant fact that the *Edisonic* combines tone to charm the musician's ear with beauty that delights the decorator's eye.

Two models are presented—the Schubert, and the Beethoven—pictured on succeeding pages. There is a chaste simplicity to their lines, a fine cabinet-worker's devotion to their making.

Each style fits appropriately into the decorative scheme of modern homes—a cabinet that might well be admired for its own beauty even if it did not contain the key to measureless hours of rich music! Named for two of the brightest stars in music's firmament, it is appropriate that there should be a marked perfection to these *Edisonics*.

It is a matter of pride to Mr. Edison that "Close-up" music—so exquisite in its quality, so charmingly presented in these Schubert and Beethoven Cabinets—may be enjoyed in every music-lover's home, at such very modest prices.



THE "SCHUBERT" EDISONIC

Imagine this compact and beautifully proportioned Cabinet in your home! It is finished in two-tone English Brown Mahogany. Despite the gorgeous volume of "close-up" music it brings you, it requires but little space, and its price is delightfully modest—\$135.

Height 39 $\frac{3}{8}$ " Front Width 24 $\frac{1}{8}$ " Side Width 21"



THE "BEETHOVEN" EDISONIC

No finer example of the cabinet-maker's art can be found than this larger *Edisonic*. Genuine Mahogany, in two-tone English Brown, satin finish, with contrasting panels, suggests a costliness far in excess of its price—\$225.

Height 44" Front Width 35 $\frac{1}{8}$ " Side Width 21 $\frac{3}{4}$ "

*By all means hear these Edison Records
on the Edisonic*

52090 PARADISE ISLE—*Valse Sentimentale*

FATE—*Tango de Concert*
Murray Kellner's Dinner Music
Ensemble

52092 NOLA

MARCH OF THE TOYS—BABES
IN TOYLAND
Murray Kellner's Dinner Music
Ensemble

52093 THERE'S A CRADLE IN CAROLINE

SOMEDAY YOU'LL SAY "O.K!"
Vaughn de Leath (The Radio Girl)

52106 GOOD NEWS—*Fox Trot*—
GOOD NEWS

Dave Kaplan with H's Happiness
Orchestra
IN AN ORIENTAL GARDEN—
Fox Trot

Irwin Abrams with His Orchestra
and The Manger Musical Messenger

52115 MOMSY

Charles Harrison, Tenor, and Male
Chorus

I TOLD YOU I'D NEVER FORGET YOU

Theo Alban, Tenor

60063 AMAPOLA
EL RELICARIO

Juan Pulido, Baritone, in Spanish

Also, your favorite dance hits are always available on the Edisonic



FOR SALE BY